PREDICTION METHOD OF TRADITIONAL MUSIC PREFERENCE BASED ON BEHAVIORAL PSYCHOLOGY

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Background: Behavioral psychology is a school of psychology founded by American psychologist John Watson in the early 20th century. The school emphasizes that environment is an important factor that affects children's behavior development, and human behavior is acquired, so environment is very important for human development. Watson once said, "Give me a dozen healthy, defect-free babies, nurture them in the environment I have designed, and I can assure you that I can train any one of them to be an expert of any kind I choose-doctors, lawyers, artists, business chiefs, even beggars or thieves, regardless of their talents, tastes, tendencies, abilities, or the professions and races of their ancestors." Obviously, student's behavior development has the controllability, may mold student's behavior through the external environment. It is pointed out in the standards of music curriculum that music teachers should mobilize students' interest in learning, broaden their horizons of knowledge and cultivate their comprehensive quality. As an important part of excellent traditional culture, traditional music culture is also of great significance for the cultivation of students' comprehensive quality. In view of the teaching method of promoting students' comprehensive quality in music teaching, we should promote students' comprehensive quality development while improving music quality. Because traditional music covers a wide range of knowledge, if students like traditional music, it will be an important help for its development in all aspects. Therefore, this paper studies the prediction methods of students' preference for traditional music based on behavioral psychology, analyzes and sorts out the prediction methods of students' preference for traditional music based on behavioral psychology, sorts out the development and research status quo of each method, compares its corresponding advantages and disadvantages, and discusses the future research direction of students' prediction methods for traditional music preference.

Objective: With the rising status of education in the country, students will be exposed to multi-disciplinary knowledge since primary school, and schools pay enough attention to the cultivation of students' comprehensive ability and devote themselves to promoting the all-round development of talents. Traditional music culture plays an important role in traditional culture, which covers many aspects of knowledge. The integration of traditional music culture and music teaching activities can not only help students to cultivate their musical accomplishment, but also help them to understand the traditional culture of the country, promote the formation of students' healthy values and world outlook, and promote the development of students' comprehensive quality. This study focuses on the comparison of students' preference for traditional music, in order to arouse students' interest in learning traditional music, broaden students' knowledge horizon and achieve students' all-round development.

Subjects and methods: In this study, 300 students were randomly divided into experimental group and control group. There was no significant difference between the two groups in terms of average academic achievement and learning habits. Two different teaching models were adopted to teach the same music course by the same teacher, and the teachers in the experimental group applied the knowledge of behavioral psychology to the hierarchical teaching. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. Let the students with good grades do some difficult exercises in order to improve their performance, let the middle students do some assured exercises to protect their enthusiasm for learning, and let the students with poor grades do some easy exercises to enhance their self-esteem and confidence. So, every student has the chance to practice music. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the enthusiasm of the two groups.

Results: The results of this test shall be determined by means of 1 to 3 grades and quantitative influence values of specific factors, 1 for general preference, 2 for very preference, and 3 for special preference. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 300 college students shall be adopted and the average value shall be taken to determine the results by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: Generally speaking, behavioral psychology treats students as passive learners, which is not conducive to the cultivation of students' creative ability. But on the other hand, behaviorism pays attention to the influence of environment on education and the influence of model learning on children. It emphasizes that we should use the means of reinforcement and "small approach" to cultivate students' behavior habits

and daily study.

Table 1. Students' preference for traditional music

Groups	Before experiment	After the experiment
Experimental group	1	3
Control group	1	2

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RESEARCH ON FOLK PRODUCT IMAGE DESIGN AND PROMOTION STRATEGY BASED ON CONSUMER PSYCHOLOGY

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Background: With the rapid development of China's economy in recent years and the arrival of the era of knowledge economy, product image design and promotion in the country has been budding and developing. The emergence of this phenomenon is the inevitable requirement of economic restructuring, the symbolic embodiment of the era of knowledge-based economy, and the embodiment of human demand at a higher level. People's instinct is to constantly achieve their own material and spiritual "needs" to meet. After the physiological and security needs of the lower level are met, the higher level of social needs, respect needs and self-fulfillment needs begin to evolve. This demand usually connects the physical objects or service behavior, which is the original driving force of consumption. In other words, the rise and development of product image is to meet the high-level human needs, as well as stimulate consumer behavior. As one of the important branches of traditional industries, folk products need to be renovated in the face of the transformation of economic structure and the upgrading of consumption demand.

With the development of economy and society, we have entered the era of knowledge-based economy in the 21st century. A series of changes about people's life style and spiritual pursuit caused by information expansion are forcing industrial design to face the historical turning point. Folk products from the initial embroidery, Chinese painting, dough, tiger hat, calligraphy and other development to wine culture, tea culture, food culture, flower culture and other areas of life. But from the point of view of the whole national economy, the whole folk product is still a small category. From a fresh point of view, due to the contemporary people's love and pursuit of new things, to a certain extent, ignoring the folk products, and make the market share of folk products decreased. From the perspective of social development, science and technology in the development of progress, the replacement of new research and development of products, new technologies are in development. From the design point of view, the phenomenon of homogenization of folk products is extremely serious and the awareness of new functions research under the new life scene is weak. Folk products do not have enough innovative vitality factor, therefore, although the use of Folk products is increasingly widespread, but the impact on people is gradually weakened.

Objective: In recent years, with the rapid economic growth, the continuous increase of the urban population and the change of people's consumption ability and consumption concept, more and more people begin to pursue folklore products. Folklore products are generally based on national, customs and ideas as the core, people's knowledge, wisdom and inspiration in specific industries materialized performance. It is different from the traditional manufacturing industry and other labor-intensive industries relying on machinery, factory buildings, resources and labor force, but depends on folk product resources, knowledge resources, creative groups of high-tech, high-tech, high knowledge, high management of intelligent industries. it is different from the products produced by traditional industries, folk product can be tangible goods, can also be intangible services. From the final form of the product, the folklore product contains two interdependent parts: the product design content and the hardware carrier. The particularity of folk product design differs from general product mainly lies in its image design content, which is the core value of folk product design. But the content of folk product design cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of creative product lies in the research of folk product image design and development from the perspective of consumption psychology. From the final form of the product, the folklore product contains two interdependent parts: the product design content and the hardware carrier. The particularity of folk product design differs from general product mainly lies in its image design content, which is the core value of folk product design. But the content of folk product